ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION
2006–2007 MARKETING PLAN

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MESSAGE FROM THE CHAIR

In a dynamic industry such as tourism, growth comes through innovation and seizing opportunities offered by market trends.

OTMPC's 2006–2007 Marketing Plan combines the best of both these strategies and, by partnering with industry, we can achieve unprecedented results.

The plan takes full advantage of innovations made in the past two years which, in turn, sparked the growth trends we are seeing today in domestic and overseas markets. It also expands on many of our carefully nurtured travel trade and media partnerships and offers targeted tactics to help revitalize the U.S. market that is so critical to us.

Ontario's tourism industry is poised for growth in 2006–2007. Tourism provides economic support for so many of our communities, with hundreds of thousands of jobs depending on its growth. Now that we have market momentum once again, let's make the most of it.

Our 2006–2007 Marketing Plan is a distillation of great ideas gathered from industry partners and stakeholders, insights gleaned from ongoing research and the long-term goals and strategies identified in the Ontario Tourism Strategy.

There are programs, initiatives and tactics that can dovetail with the marketing plans of industry members across the province, whether you're a Northerner looking to generate more business for your fly-in operation or a niche player with an eye on opportunities from Europe or Asia.

More than anything else, however, what our 2006–2007 Marketing Plan does is provide a clear blueprint for building a stronger tourism industry in Ontario by forging more powerful partnerships.

We have learned that solid partnerships can bring together vital elements that spark innovation and new growth. We have seen how they can open up new markets and attract more visitors to Ontario.

As we look ahead and see that market trends are creating a momentum for more growth, it's time to leverage the power of innovative partnerships and make the most of the tremendous opportunities that lie ahead.

Together, we can make it happen.

William M. Duron
Chair

MESSAGE FROM THE PRESIDENT AND CEO

Last year marked a renewed spirit of innovation and successful tourism industry partnerships that contributed to the positive momentum we look forward to building upon in 2006 and beyond.

In 2005, OTMPC leveraged its resources and the Ontario brand with a more integrated and co-ordinated approach. In partnership with industry, OTMPC undertook many new and innovative marketing initiatives including:

- Hosting the Ontario Tourism Marketing Summit and Awards.
- Profiling Ontario to millions of viewers in Canada and the United States through the season finale of *The Amazing Race* TV series.
- Introducing over a million Americans in Detroit and Buffalo to 'See, Feel, Experience and Discover Ontario' with Ontario Showcases where over 60 industry partners participated.
- Launching the newly redesigned outdoor adventure website **www.ontariotravel.net/outdoor**.
- Developing the Great Drives Program to promote many unique destinations and experiences throughout Ontario.

The 2006 outlook for tourism in Ontario is positive. As the world becomes increasingly more competitive, it will be critical to refresh and revitalize our tourism message to be consistent, compelling, exciting and inspiring, as well as one that differentiates Ontario from other travel destinations.

Our market focus will continue to:

- Encourage and excite Ontario residents to discover the many new and wonderful experiences close to home.
- Invite our neighbours from Quebec with a unique and relevant message specifically created to attract visitors from that province.
- Welcome our American friends to visit Ontario and experience exciting new destinations and attractions.
- Attract visitors from key international markets including the emerging China market.

Our 2006–2007 Marketing Plan is based on research, results and consultations with industry and partners, as well as guidance from OTMPC's Board of Directors and Committees.

Looking ahead, we can see tremendous potential for continued tourism growth through broader and stronger partnerships. The markets are responding to Ontario's unique and diverse experiences. Momentum is on our side.

With your help and support, we can make 2006 an extraordinary year for Ontario's tourism industry.

Sandra McInnis
President and CEO

OTMPC MANDATE, VISION AND MISSION

Ontario's tremendous scope and diversity make tourism one of this province's most dynamic business sectors. At the centre of this remarkable industry is the Ontario Tourism Marketing Partnership Corporation (OTMPC) – working with industry partners to promote Ontario as a premier, four-season destination to targeted North American and international markets.

Partnership is an OTMPC priority and key to achieving shared goals. The Corporation combines its own expertise and resources with allied tourism businesses, associations and operators to create a unique and exciting private and public partnership. By bringing industry together, OTMPC can leverage resources and opportunities to build integrated marketing programs with stronger reach and cost effectiveness.

Leading the OTMPC is an industry-comprised Board of Directors with the active support of more than 100 industry volunteers on marketing and market development committees. The OTMPC Marketing Performance Assessment Committee (MPAC) regularly monitors all marketing activities to ensure appropriate performance measures are in place and reports results to the Board of Directors.

MANDATE

To market Ontario, in partnership with the private and public sectors, as a premier, four-season travel destination and to maximize opportunities in the tourism sector for the overall benefit of Ontario.

VISION

To make Ontario the premier, four-season travel destination by offering our visitors diverse and quality experiences that make it easy for them to have a great time.

MISSION

To grow Ontario's tourism sector year-round by stimulating increased consumer spending and visits and by generating greater partnership participation.

THE POWER OF PARTNERSHIP

OTMPC MANDATE, VISION

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The Ontario Tourism Marketing Partnership Corporation offers a significant range of marketing services and programs including:

- Consumer Advertising and Promotion
- Integrated Consumer and Industry Partner Web Information and Promotion
- Meetings, Conventions and Incentive Travel (MC&IT)
- Research and Performance Measurement
- Partnership Programs
- Tourism Event Marketing Partnership Program (TEMPP)
- Industry Partners Proposal Program (IPPP)
- Travel Trade Relations and Promotion
- Media and Public Relations
- Publications
- Consumer Information and Fulfillment
- Ontario Travel Information Centres (OTICs)

Marketing Focus

The marketing efforts of OTMPC deliver significant economic benefits for Ontario's regions and cities alike by:

- Raising awareness of Ontario as a premier, four-season travel destination.
- Creating a compelling, unique, positive and vibrant image of Ontario.
- Providing easily accessible and comprehensive planning information to travellers.
- Enticing travellers to visit and spend more time in Ontario.

Information on the Ontario Tourism Marketing Partnership Corporation and inclusive and innovative programs for industry partners are available on **www.tourismpartners.com**.

INTRODUCTION

Our recent successes confirm that consumers are responding. OTMPC must continue to present and promote the diversity and quality of Ontario's experiences in all markets. To improve business performance, OTMPC must capitalize on the best opportunities to develop a stronger market position for Ontario and the industry while effectively addressing the challenges.

OTMPC's actions for delivering its vision are centred on promoting Ontario in three key ways: by experience, by market and by season. Marketing priorities are set through formal market portfolio analysis. Innovative, customer-focused marketing programs will be directed at high-yield travellers in Ontario's four priority source markets:

- Domestic
- United States
- Europe
- Asia Pacific

The domestic market is, by far, the biggest tourism market. It includes Ontario residents and visitors from other provinces, notably Quebec and Manitoba, although the primary regional market is Ontario.

Domestic travel generates the largest share of travel volume (80% of total visitors) and accounts for 61% of total tourism spending. Affluent couples (35–60), young singles (18–35) without children and young mainstream families are the priority target segments.

American tourists comprise 18% of all trips to Ontario but 26% of spending. The U.S. border states (Michigan, New York and Ohio) account for 72% of all U.S. trips to the province. Priority markets are Detroit, Buffalo, Rochester, Syracuse and Cleveland, while Minneapolis and Milwaukee are key markets for Northern Ontario.

Overseas visitors represent 2% of all travellers to Ontario but generate 14% of total expenditures in the province. Trips to Ontario from overseas markets originate from Europe (53%), Asia Pacific (33%) and other global regions (14%) including Mexico. OTMPC will focus on the United Kingdom, Japan and Germany as primary markets.

Each priority market has numerous consumer segments that collectively represent Ontario's broad customer base. Ontario's marketing message is tailored to target segments within each market and adapted in response to factors such as local economic conditions, demographic shifts and competitive trends.

Fierce competition from other jurisdictions, persistently high gas prices, higher household energy costs, Americans predisposition to travelling close to home and an indifferent, 'been there, done that' attitude among key North American prospects are the significant challenges driving OTMPC to position Ontario in a fresh new light.

Innovative communications, showcasing Ontario's assets in sustainable ways, strengthening partnerships and a cohesive strategic approach to delivering results are all part of OTMPC's framework for success for this year and beyond.

TRENDS, CHALLENGES AND OPPORTUNITIES

OTMPC gathers intelligence and insights on trends, issues and emerging opportunities through ongoing research.

Travel indicators largely support a positive outlook for Ontario's tourism industry. Domestically, travel demand continues to rise towards more stable levels aided by Canada's strong economic performance and higher consumer confidence. While this has a positive effect on domestic travel intentions, it also drives outbound travel interests, reinforcing the need for Ontario to remain competitive. Also of concern to all travel marketers is the recovery of U.S. travel volumes. Further south, however, demand for Canadian destinations by Mexican tour operators is climbing. Japanese economic recovery and soaring economic growth in China continue to stimulate tourism from most countries in the Asia-Pacific region.

In 2004, 118.3 million trips were taken in Ontario, an increase of 3% generating $17.1 billion in visitor expenditures (up 8%). Overseas visitors to Ontario increased by 31% to reach 2.0 million in 2004. Offsetting this growth, U.S. visitors decreased by 3% to 21.4 million and a further decline of 8% is expected for 2005.

The appreciation of respective overseas currencies versus the Canadian dollar seems to have triggered a faster than expected recovery following the challenges faced by the industry in 2003, with 2005 visitation to Ontario expected to exceed pre-9/11 levels. Strong growth is forecast for coming years with annual increases of 5% to 8%. With the wide use of the World Wide Web, the Internet is and will continue to be a critical marketing communications channel for the industry, destinations and consumers.

DOMESTIC MARKETS

Intra-provincial travel – the largest share of the Ontario tourism market – rose by 3.5% in 2004 and a 3% rate of annual growth is expected going forward. Ontarians travelling in Ontario account for 72% of pleasure trips and 53% of total pleasure expenditures.

Awareness of Ontario as a tourism destination is high within the province coupled with mainly positive perceptions. The conveniences of closeness and accessibility, combined with diverse and renowned outdoor products, make Ontario a prime getaway choice for residents. Additionally, Ontario's 'Cultural Renaissance' presents new and exciting opportunities.

While Ontario has a positive image among residents, it is viewed as a 'been there, done that' destination. Providing new reasons to travel and showcasing Ontario's depth and diversity of quality experiences may help overcome this boredom, as well as improve value for money perceptions.

Quebec contributes 3.5% of overall visitation to Ontario and is the second-largest domestic market after Ontario itself. Quebec represents a growth opportunity for Ontario tourism. In 2004, Ontario welcomed 4.1 million visitors from Quebec. Overnight visits represent the majority of Quebec travel at 62% of total visitation versus overnight trips by Ontarians at 37%.

Overall, impressions of Ontario are tepid among Quebecers. They appreciate what their own province has to offer and tend to travel at home. Ontario is also competing with sun destinations and the Atlantic provinces for this market. Quebecers want to feel welcomed, appreciated and included. Therefore, Ontario must be portrayed as an inviting, open-minded and friendly destination.

U.S. MARKETS

Ontario attracts 62% of all U.S. visits to Canada and represents Ontario's largest international tourism market – in both volume and tourism expenditures. Accounting for 18% of total trips and 26% of total spending in Ontario, it is second only to the domestic Ontario market as a source of tourism visits and revenues.

The border states of Michigan, New York and Ohio account for 72% of all American visitors to the province. Due to their proximity, these three states, and in particular the urban centres of Detroit, Cleveland, Buffalo, Syracuse and Rochester, are Ontario's primary short-haul target markets. Border consumers seek a mix of urban and town experiences that offer shopping, dining, nightclubs, arts and culture, ethnic festivals and events. Toronto and Niagara Falls are the top destinations for U.S. visitors, while Windsor is popular with travellers from the Detroit market.

Minnesota and Wisconsin, specifically the cities of Minneapolis and Milwaukee, are priority markets for Northern Ontario attracting sports enthusiasts keen on enjoying unspoiled nature and outdoor activities.

Visitation to Ontario from the U.S. has been declining in recent years. In 2005, both day and overnight border crossings declined reaching the lowest level in this decade. Several factors are behind this, including the war against terrorism, increased gas prices, perceived border crossing hardships and the pending introduction of travel documentation requirements.

A strong correlation exists between travel to Ontario and the exchange rate. U.S. consumers familiar with Ontario over the past 10 years perceived the province as a cheap destination due to the prevailing favourable exchange rate. Perceptions have changed with the appreciation of the Canadian dollar, making it vital to present Ontario in a new light with emphasis on signature experiences.

Ontario still maintains a positive image within the U.S. markets. However, the challenge for Ontario is to differentiate itself adequately from its competitors as a preferred travel destination in order to recapture visitation lost in the past several years.

While Ontario stimulates a warm and favourable feeling among Americans and continues to enjoy a reputation as a safe destination, it is deemed not exciting. The U.S. audience needs to be convinced to make the journey across the border. Key messaging will highlight the variety of things to see and do, as well as the ease of travel to and around the province.

New opportunities are emerging within the unique interests (e.g., gay and lesbian) markets. OTMPC will continue to develop programs to capitalize on these growth trends.

In the mid-U.S. markets, especially large population centres like Chicago and New York City, knowledge and awareness of Ontario are very low. The Canadian Tourism Commission (CTC) will take a leadership role working collaboratively with the OTMPC and Ontario destination marketing organizations (DMOs). It will require significant long-term marketing investment to influence these markets to choose Ontario.

OVERSEAS MARKETS

The overseas markets account for just over 2% of visitation but 14% of expenditures making them high-yield markets for Ontario. OTMPC's overseas marketing efforts focus on key priority markets that include the United Kingdom, Germany and Japan. France has been identified as a secondary market. Growth opportunity markets include South Korea, China, Australia and Mexico.

Europe is Ontario's largest overseas market. In 2004, total visits were almost 1.1 million resulting in $1.2 billion in expenditures. Preliminary indicators for 2005 show that trips from the United Kingdom, Germany and France increased by 14%, 10% and 3% respectively.

The Asia-Pacific market accounted for 678,000 visits in 2004 with $759 million in expenditures. Japan, OTMPC's primary market in this region and second-largest overseas market, is expected to provide a 20% growth in visitation in 2005. Australia, South Korea and China represent growth/emerging opportunities. South Korea visits were forecast to grow by 6%, while both Australia and China are expected to have increases over 2004 visitation levels by 18% and 32% respectively. Mexico accounted for 78,000 total visits to Ontario in 2004 resulting in expenditures of $99 million. Mexico is forecast to have generated an increase of 9% in total visitors to Ontario in 2005.

INTERACTIVE MARKETING TRENDS

Short lead times for bookings are the standard with the Internet playing an increasingly significant role. A fully integrated web strategy continues to be an OTMPC priority. While online trip planning seems to have reached a plateau in North America, Internet bookings are growing exponentially. Interactive travellers are deferring finalizing travel plans and bookings to take advantage of last-minute offers and deals. Developing a dynamic website with rapid access to diverse travel information, ideas and links to ready-to-book products and packages is imperative to remaining competitive. Improvements in online communication tools have accelerated 'do-it-yourself planning' on the Internet. This kind of vacation shopping benefits the consumer and allows OTMPC to develop targeted creative messaging to reach consumers in their travel planning cycle.

RESEARCH AND PERFORMANCE MEASURES

OTMPC uses a variety of channels to understand, evaluate and measure the impact of marketing communications and partnered programs. Ongoing high-quality quantitative and qualitative research analysis adds value to OTMPC's marketing initiatives. The knowledge gained through research aids in the development of new campaigns and serves as a measure of accountability to our partners and stakeholders.

OBJECTIVES

The objective of OTMPC's research program is to provide timely and relevant marketing research information and insights for program development and to measure the effectiveness of our marketing communications.

STRATEGIES

OTMPC's research program provides reliable and essential information on all stages of the travel decision-making process and on consumer behaviour. This enables a customized and targeted approach to all promotional activities.

In 2006–2007, the following research projects will support our marketing programs:

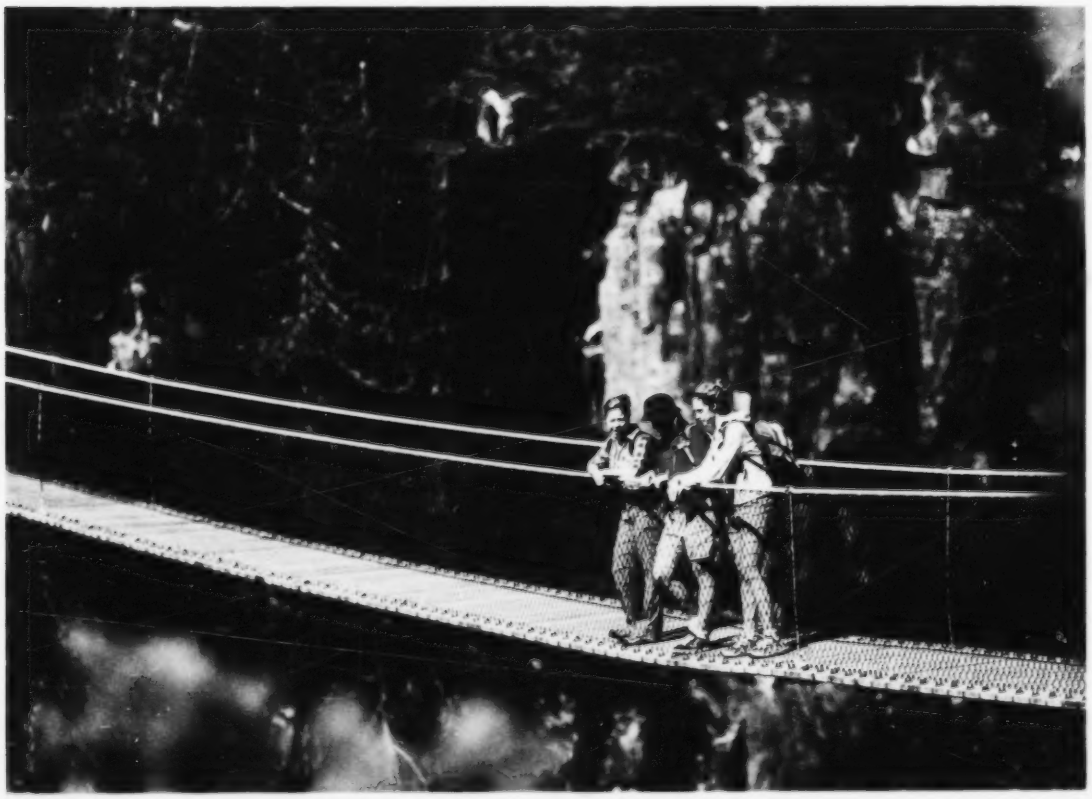
- Work closely with the Ministry of Tourism to monitor visitation to Ontario and emerging market trends. Provide comprehensive, accessible research data to industry and stakeholders through summaries and customized reports, including the Consumer Response Update and Border Crossings Update.
- Provide detailed information on the Ontario brand in all major markets, including consumer awareness, interest in visiting Ontario and perceptions of Ontario as a tourism destination.
- Test proposed advertising concepts with consumers prior to advertising development to identify winning concepts and improvement opportunities.
- Conduct seasonal advertising tracking research to measure awareness levels of major campaigns and the corresponding impact of advertising on Ontario's image and consumer intentions to travel to Ontario.
- Collaborate with the Ministry of Tourism, the Canadian Tourism Commission and other provinces to undertake the Travel Activities and Motivations Survey (TAMS) in North American markets.

2006–2007 MARKETING STRATEGY AND PROGRAMS

BRAND STRATEGY

Ontario is positioned as a four-season tourism destination, bolstered by our best-in-class signature experiences. These include outdoor and adventure, snowmobiling, fishing, golf, spas, wine and culinary, city/urban and small town touring. While travellers perceive Ontario in a positive way, Ontario lacks a unique basis of differentiation against competing destinations. Despite Ontario's popularity domestically and with U.S. travellers, research indicates that Ontario lacks the profile of a 'must visit' destination – largely because many consumers in these markets report an already high degree of familiarity with Ontario and are seeking something new.

To strengthen marketing communications, OTMPC initiated a brand review in 2005 and conducted extensive consumer and stakeholder research to gain insight into their perceptions of Ontario. Through this process, OTMPC learned that the current Ontario brand provided a strong foundation, but the need to renew and revitalize the brand was also very apparent.



In a world full of travel options, consumers want new and compelling reasons to visit and discover Ontario. In 2006, revitalization of the Ontario tourism brand will aim to reverse the loss of tourism market share. Brand messaging, tone and imagery will better position Ontario as a desirable place to visit offering many unique and memorable experiences. Strategies have and will continue to be designed for an increasingly competitive environment.

To position Ontario as an exciting travel destination, our 2006–2007 campaigns and communications will engage audiences on an emotional level by showing travellers having a great time in Ontario and support the Ontario brand promise:

With the diversity and quality of experiences to discover across Ontario, we make it easy for all our visitors to have a great time.

OTMPC will focus on the four pillars or key differentiating aspects of the Ontario experience – diverse, dynamic, fun and easy. Messages will stay motivationally relevant to targets through the branding, tactical and fulfillment stages. Through creative elements, brand character, essence and tone, we will convey how Ontario awaits consumers as a surprising, stimulating, inviting, welcoming and carefree destination.

Increasing Ontario's brand prominence will also engage our industry partners and inspire them to support the re-energized brand strategy and affirm Ontario's marketing messages.

Branding Initiative Objectives

- To position the province as a competitively unique and compelling destination.
- To create a brand that engages the consumer and establishes a strong emotional connection to the province's product offerings.
- To create a brand model that integrates the overall brand message with specific signature experiences and destinations.
- To provide a brand tool kit to ensure that brand integrity is maintained among all users.

WEB STRATEGY

The Internet and online travel sites are permanently changing the way consumers research their vacation plans and the interactive channel will continue to grow in importance. This creates an immediate, competitive need for higher online visibility of Ontario's experiences and destinations. It also presents an opportunity for information about Ontario's travel industry and products to be accessible to a wider audience.

Through the Tourism Consumer Information System (TCIS), OTMPC provides consumers with a seamless response that integrates the 1-800-ONTARIO call centre, **www.ontariotravel.net** website, seasonal and vertical micro sites and a publications fulfillment service.

OTMPC's integrated interactive websites provide consumers with relevant travel information and easy access to Ontario industry partners. Recognizing consumers usage of web travel planning portals, the sites allow prospects to utilize a 'minimal clicks to action' approach to search and connect to partners to plan and book getaways and vacations.

OTMPC also uses the consumer website as the primary call to action in all its advertising campaigns driving consumers to the **www.ontariotravel.net** website or one of the micro sites (e.g., **www.ontariotravel.net/summer**, **www.ontariotravel.net/outdoor**, **www.ontariotravel.net/gofish**, etc.) where they can access detailed information as well as connections to buyable products.

OTMPC's interactive tactics, such as online advertising and particularly e-mail campaigns, are increasing web user sessions on **www.ontariotravel.net**. Strong integration of the interactive channel and mass media campaigns, combined with *Ontario Travel Discoveries* magazine, are pulling higher traffic to seasonal websites.

This year, the interactive marketing programs and campaigns will again push consumers to the website and micro sites. Contests will be used to increase traffic and invite registrations and opt-ins for further communication. OTMPC will apply insights from website assessments to continue to respond to consumer needs and support the interactive strategy. This will allow us to increase the overall effectiveness of the site and provide intuitive and interactive customer features and experiences to further enhance our marketing efforts.

OBJECTIVES

- Increase consumer usage of and satisfaction with **www.ontariotravel.net** and the micro sites to ensure competitive positioning.
- Effectively integrate e-marketing campaigns with traditional seasonal, experiential and destination-based campaigns.

STRATEGIES

- Continue to focus on search engine optimization and marketing.
- Develop micro sites for key seasonal campaigns to support mass media strategies and the *Ontario Travel Discoveries* magazine.
- Develop and implement strategic interactive marketing campaigns to:
  - Support seasonal, destination and experiential (e.g., wine and culinary, theatre) marketing initiatives.
  - Increase awareness of consumer website and micro sites.
  - Increase consumer traffic, opt-in registration and promotion of industry products.

TACTICS

- Implement enhancements to the **www.ontariotravel.net** site to provide consumers with leading edge tools to facilitate travel planning.
- Focus on strengthening the tourism industry partners website at **www.tourismpartners.com**.
- Continue to evolve existing experiential websites – outdoor, snowmobile and angling.
- Develop and execute interactive campaigns to enhance online initiatives and optimize creative messaging and off-line media strategies.
- Promote the industry site through informational e-mail deployments to the partner database.

OTMPC 2006–2007 MARKETING PLAN

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DOMESTIC ONTARIO

2006–2007 MARKETING STRATEGY AND PROGRAMS

NORTH AMERICAN ADVERTISING

OTMPC manages an integrated North American marketing program that is customer focused and market driven. The program is organized by markets, namely Ontario, Quebec and the U.S. A separate program is designed to foster visitation to Northern Ontario. Marketing activities include consumer advertising, promotions, travel trade, media relations, MC&IT, as well as co-operative programs with industry. OTMPC works with industry to evaluate how best to package and present diverse product choices to target audiences.

DOMESTIC ADVERTISING – ONTARIO

By far, Ontario residents represent our primary domestic market. Performance tracking data indicates that marketing and advertising programs have been effective at reaching their target audience. Innovative programs aimed at high-yield travellers are set to create growth opportunities in our own backyard. OTMPC's Ontario programs centre on promoting travel experiences and destinations that will have the greatest appeal to select prospects by season.

OBJECTIVES

To increase overnight leisure travel within Ontario during the key spring/summer, fall and winter periods by increasing the awareness and appeal of Ontario as a travel destination.

TARGET CONSUMER

For OTMPC's domestic campaign, the target consumers are women 35–54. Research reveals that women are the primary decision-makers or influencers across all markets.

Travel interests of Ontarians are varied and range from shopping and fine dining to visiting small towns and villages to enjoying nature and outdoor activities. The key demographic segments are families, adults/couples and young singles/couples (without children). Each of these segments has its own distinct behaviours and preferences.

Summer – Families: Families strongly skew to summer travel and account for 40% of all summer visits to Ontario. Additionally, 38% of intra-provincial visitors are families dominated by young mainstream families with household incomes of $40,000 to $80,000. Families tend to participate in more activities versus other segments as variety in entertainment, particularly for children, is a key motivator.

Fall – Adults/Couples: Although highly skewed by the baby-boom generation (45–60), this segment also includes 'Gen X' couples (35–45). Both groups enjoy self-indulgent urban and cultural activities and experiences, such as wine and culinary experiences, resort and spa visits, as well as touring and small town exploration. Additionally, they enjoy soft outdoor activities such as golf, paddling, cycling and hiking.

Winter – Young Singles/Couples (without children): Comprised of adults 18–35 (average age of 26), this segment represents 22% of visits to Ontario. They participate in urban nightlife and city attractions and also seek energetic outdoor activities.

STRATEGIES

- Market Ontario's re-energized brand to inspire consumers to travel within the province and strongly position the province in consumers minds versus the competition. Domestic efforts include a multi-media advertising campaign celebrating Ontario's diversity of high-quality experiences and destinations.
- Leverage arts, heritage and cultural travel opportunities.

TACTICS

- Use television as the primary media vehicle in key Ontario markets to promote renewed interest in the Ontario brand.
- Television will be augmented with an integrated radio and outdoor campaign as well as special events and public relations.
- Interactive program will be integrated with core marketing programs.
- Produce seasonal issues of *Ontario Travel Discoveries* magazine.
- Undertake partner program to promote experiential (Great Drives, wine and culinary, theatre) opportunities as well as destinations.

OTMPC 2006–2007 MARKETING PLAN

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DOMESTIC QUEBEC

DOMESTIC ADVERTISING – QUEBEC

Ontario will increase its efforts in this market by positioning new and existing products and packages that promote unique vacation experiences to Quebec residents. A new advertising campaign will focus on connecting with affluent travellers living in the Greater Montreal area.

OBJECTIVES

Increase overnight leisure visitation to Ontario by raising awareness of destinations and experiences that strongly appeal to the Quebec market, in particular Montreal. Build familiarity, comfort and relevance of Ontario in Quebec consumers minds during their vacation planning cycle.

TARGET CONSUMER

Quebec marketing campaigns target affluent, well-educated travellers, with a focus on the Greater Montreal area. Demographics vary by season with the family segment comprising the largest summer audience. Fall, winter and spring are prime travel periods for adults/couples. Research highlighted that the experiences and products that appealed most to Montrealers were beaches, family attractions (theme parks), Toronto, Ottawa and Niagara Falls.

STRATEGIES

- Appeal to Montrealers through relevant and welcoming messages.
- Invest in highly efficient and effective campaigns by focusing marketing resources within the Greater Montreal area and advertising in French.
- Create excitement for Ontario products by presenting the province in a fresh and dynamic manner.
- Leverage arts, heritage and cultural travel opportunities.

TACTICS

- Core campaign will include radio, billboards, restaurant posters and a micro site.
- Work with industry partners offering relevant experiences to develop programs aimed at the Quebec market.
- Integrate OTMPC core website into campaign by creating a web bridge page.
- Participate in relevant trade and consumer shows.
- Maximize media and public relations opportunities.

OTMPC 2006–2007 MARKETING PLAN

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U.S.

U.S. ADVERTISING

OTMPC will continue to focus primarily on the near-border U.S. markets with branding and partnered activities. Mid-markets will be developed, concentrating on New York City and Chicago, through targeted media relations programs, the travel trade, MC&IT and partnership programs with the CTC and DMOs such as Tourism Toronto, Ottawa Tourism and Niagara Falls. The U.S. campaign for 2006–2007 will be more targeted and consumer driven.

OBJECTIVES

To increase overnight leisure travel to Ontario destinations from U.S. near-border states and select mid-haul markets during the spring/summer, fall and winter travel seasons.

TARGET CONSUMER

As previously stated, the primary target markets are the near-border states. Key segments are affluent young singles, affluent young families and affluent mature adults.

Over a third (35%) of near-border U.S. visitors in the summer are families. Campaigns promoting summer travel will target women 35–54, as research indicates they are the main travel influencers within the family unit. In the fall, winter and spring seasons, the target market includes mature adults who represent 31% of visitors. The young singles segment accounts for 11% of visitors.

STRATEGIES

- Highlight diverse, unique experiences and destinations to strongly position Ontario in consumers minds versus the competition.
- Provide compelling reasons for cross-border travel to Ontario by communicating a warm and inviting message.
- Collaborate with partners who target the U.S. market to maximize the collective investment.
- Continue to build on the gay and lesbian strategy introduced last year.

TACTICS

- Employ an integrated approach involving multi-media communications channels, with television serving as the primary media vehicle, supported by alternative media, including radio, billboards, promotions, e-marketing and a U.S. lure brochure.
- Partner with Ontario destinations on campaigns into the U.S. market to promote family experiences in the summer and target affluent couples in the fall, winter and spring seasons.
- Partner with CTC, Tourism Toronto, Ottawa Tourism and Niagara Falls to promote Ontario as a Gay, Lesbian, Bisexual, Transgender (GLBT) travel destination. The partnered GLBT program will include print, direct mail, media and trade familiarization tours and interactive marketing.

OTMPC 2006–2007 MARKETING PLAN

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NORTH AMERICAN PROGRAMS

NORTH AMERICAN PROGRAMS

TRAVEL TRADE

OTMPC promotes and facilitates the sale of Ontario market-ready tourism products and experiences by working closely and directly with tour operators, wholesalers, travel agents and automobile clubs. The Ontario brand is promoted through joint marketing campaigns, trade conventions, marketplaces and select events in both the domestic and U.S. markets.

Each year, OTMPC's travel trade experts source and collaborate with new partners to identify and sell market-ready products.

OBJECTIVES

Strengthen Ontario's presence in group and Fully Independent Traveller (FIT) programs and maximize sales via key trade distribution channels to increase the level of overnight stays and tours to the province.

TARGET MARKETS

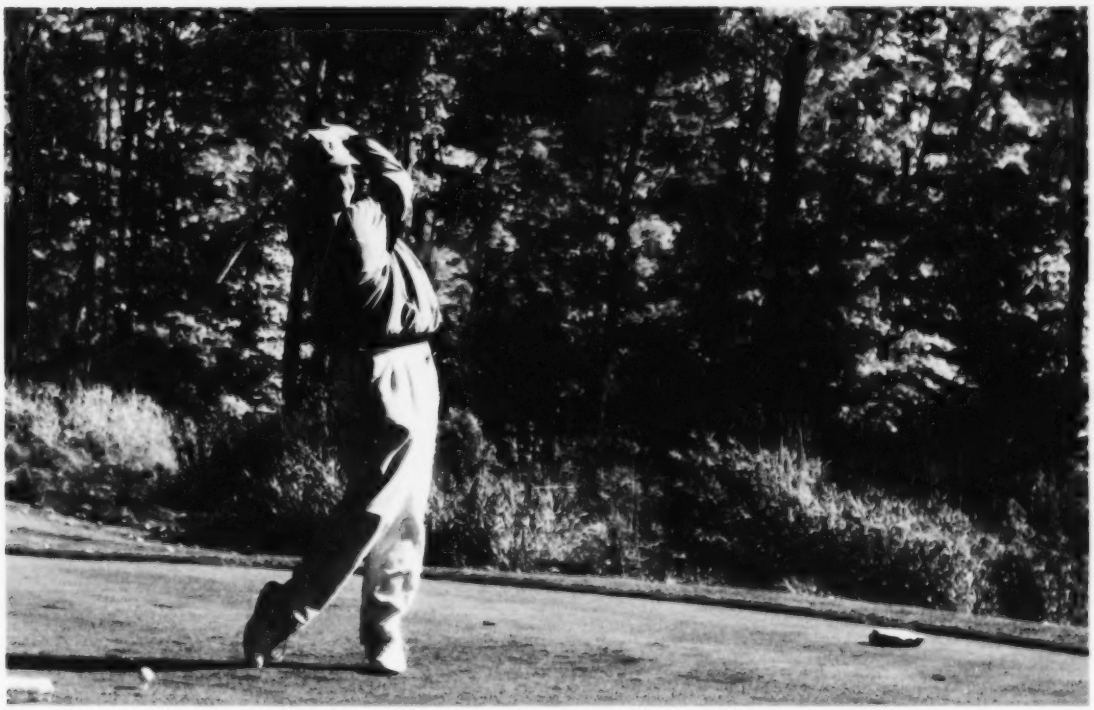
OTMPC will target both the group and FIT markets through major tour operators, Canadian Automobile Association (CAA), American Automobile Association (AAA) in the border states and trade organizations in Canada and the U.S.

STRATEGIES

- Educate the trade in Ontario, Quebec and the U.S. on Ontario tourism products and services and provide the latest market intelligence to Ontario partners to assist in the development of marketing plans.
- Encourage the development and sale by retail travel agents of commissionable Ontario packages by working with Ontario-based receptive tour operators.
- Encourage Quebec-based receptive tour operators to promote the development and sale of commissionable Ontario packages by retail travel agents.
- Develop partnered opportunities to offer Ontario partners access into select markets.
- Work in partnership with DMOs, the CTC and other provinces as appropriate to develop a co-ordinated approach in the specific markets.
- Continue membership, participation and sponsorship at premier North American travel trade marketplaces.
- Build on relationships with key U.S. tour operators and AAAs as our distribution channels in the U.S.

TACTICS

- Participate in direct sales and lead generation through key trade shows and development of in-market events including:
  - **Rendez-vous Canada**, Toronto – April 22–26, 2006
  - **Student & Youth Travel Association**, Boston, MA – September 8–12, 2006
  - **National Tour Association**, Salt Lake City, UT – November 3–7, 2006
  - **United States Tour Operator Association**, Scottsdale, AZ – December 8–11, 2006
  - **American Bus Association**, Grapevine, TX – January 28 – February 1, 2007
- Partnered trade advertising in *Courier* and *Destinations* magazines.
- Continue to develop Joint Marketing Agreements outlining Ontario product with key tour operators (e.g., Globus Cosmos, Liberty GoGo, Yankee Holidays, Collette Vacations, Tauck World Discovery and Trafalgar Tours) in both the domestic and U.S. markets.
- Partnership with CAA Quebec.
- AAA publications and partnerships.
- Training and education for the trade and Ontario suppliers.
- Product testing tours.



MEDIA RELATIONS

OTMPC undertakes to form close working relationships with members of the media from Canada and the U.S., with special emphasis on customized individual media tours, as well as marketplaces and media events in partnership with key stakeholders.

OBJECTIVES

To provide cost-effective Ontario product information to mass consumers, OTMPC's media relations program will generate unpaid, relevant editorial coverage in key print, electronic and online media vehicles to enhance overall marketing activities, in tandem with other marketplace activities.

STRATEGIES

- Identify and build one-on-one working relationships with key travel and lifestyle media.
- Provide a continuous supply of fresh, unique and newsworthy story ideas to key Canadian, U.S. travel and lifestyle media to increase editorial coverage about Ontario.
- Work closely with our U.S. in-market representatives to target media and develop story ideas.

TACTICS

- Target the travel and lifestyle sections in the top 50 U.S. dailies, as well as wire services that reach border state publications, key Canadian dailies with a primary reach of Ontario markets and high-end consumer leisure publications covering specific experiences (culinary, spa, shopping, urban, arts and culture, etc.).
- Work with cable and broadcast network television productions featuring travel destinations within an enthusiasts context (e.g., cooking shows).
- Target key television and radio networks (e.g., National Public Radio and CBC).
- Attend annual CTC Media Marketplaces and Canadian Partners media events in key U.S. cities.

MEETINGS, CONVENTIONS & INCENTIVE TRAVEL (MC&IT)

The meetings and conventions industry is experiencing slow and steady recovery with continued increases in expenditures and attendance forecast for 2006. U.S. outbound expectations are up and European meeting planners are projecting a significant increase of 17% in outbound bookings. A projected growth of 0.9% in U.S. business travel to Ontario is forecast for 2006 and 4.1% in 2007. Business travel to Ontario from overseas markets is forecast to grow 9.9% in 2006 and 6.6% in 2007. While the industry is now experiencing moderate growth, heightened focus on travel cost savings, border and passport issues and fierce competition from other destinations emphasize the need for continued aggressive marketing of Ontario's diverse meeting destinations and products.

OBJECTIVES

MC&IT efforts will focus on enhancing competitiveness by positioning Ontario as a premier, four-season meeting destination. The program will feature industry partnership activities to generate increased leads through strategic sales and marketing in the U.S., Canada and overseas.

TARGET MARKETS

Efforts will target associations as well as corporate, third-party and incentive travel planners in Canada, the U.S. and overseas.

STRATEGIES

- Reinforce Ontario's image as a high-quality destination offering excellent and diverse meeting destinations and products.
- Generate awareness via media relations and targeted advertising to support trade activity.
- Develop co-operative opportunities to highlight destinations under the 'one Ontario' banner.
- Develop opportunities and linkages with DMOs to increase delegate length of stay and encourage return visitation by promoting leisure travel offerings.
- Work strategically in partnership with the Canadian Tourism Commission to link efforts and ensure a coordinated approach to program delivery.

TACTICS

- Engage in direct sales and lead generation primarily through participation in sales missions, in-market events and key industry shows including:
  - **Springtime 2006**, Washington, DC – May 25, 2006
  - **MPI WEC**, Dallas, TX – July 9–11, 2006
  - **ASAE**, Boston, MA – August 19–22, 2006
  - **HSMAI's Affordable Meetings**, Washington, DC – September 6–7, 2006
  - **PCMA**, Toronto – January 7–10, 2007

PARTNER PROGRAMS

OTMPC understands that unique, best-in-class tourism experiences and destinations are key motivators for consumer travel to Ontario. Partnership marketing programs invest in events and projects that link the strength of Ontario's brand with specific experiential marketing organizations (EMOs) and destination marketing organizations (DMOs).

EXPERIENTIAL PARTNERSHIP MARKETING

OBJECTIVES

To strengthen Ontario's brand image and stimulate increased visitation, OTMPC will promote the province's unique tourism experiences in a manner that differentiates the province from competitive jurisdictions and motivates consumers to discover more of Ontario.

STRATEGIES

Partner with experiential marketing organizations and tourism businesses with strong tourism offerings that support the signature experiences that strategically align with and complement Ontario's brand position.

TACTICS

Develop strategic marketing programs and campaigns in partnership with industry. Experiential marketing programs for 2006–2007 include:

- Wine and Culinary (including Wine Council of Ontario, LCBO and 16 industry partners).
- Great Drives (including CTC, Ontario Parks and 50 DMOs).
- FUNPASS Project (in collaboration with Ministries of Tourism, Education, Culture and Ontario Parks)
- Theatre (including TVO and 28 theatre partners).
- Golf (including the CGTA, eight Ontario regional partners and two corporate partners).
- Attractions Ontario (including Pizza Pizza).
- Resorts Ontario.
- Premier Spas of Ontario.
- Ontario's Finest Inns.

DESTINATION PARTNERSHIP MARKETING

OBJECTIVES

To showcase Ontario as a unique destination and strengthen the brand image, OTMPC will partner with DMOs to stimulate increased visitation and overnight stays.

STRATEGIES

Partner with DMOs that provide unique products and destinations that align with Ontario's brand position and support the Ministry of Tourism's Destination Development Strategy.

TACTICS

Develop strategic marketing programs and campaigns in partnership with industry. Destination marketing partners in 2006–2007 include:

- Blue Mountain/Georgian Bay
- Kingston, 1000 Islands
- Niagara Falls
- Prince Edward County
- Windsor
- Fort Erie
- Muskoka
- Ottawa
- Toronto

TOURISM EVENT MARKETING PARTNERSHIP PROGRAM (TEMPP)

Festivals and events are one of the fastest-growing consumer travel segments. OTMPC's TEMPP program supports the marketing of key Ontario tourism events and festivals.

OBJECTIVES

Support the marketing of tourism events with the potential to strengthen the Ontario brand and increase visitation, overnight stays and expenditures across all regions of the province.

STRATEGIES

- Assist festivals and events that support shoulder season travel activities.
- Attract incremental tourists from outside Ontario with near-border states and Quebec as priority markets.

INDUSTRY PARTNERS PROPOSAL PROGRAM (IPPP)

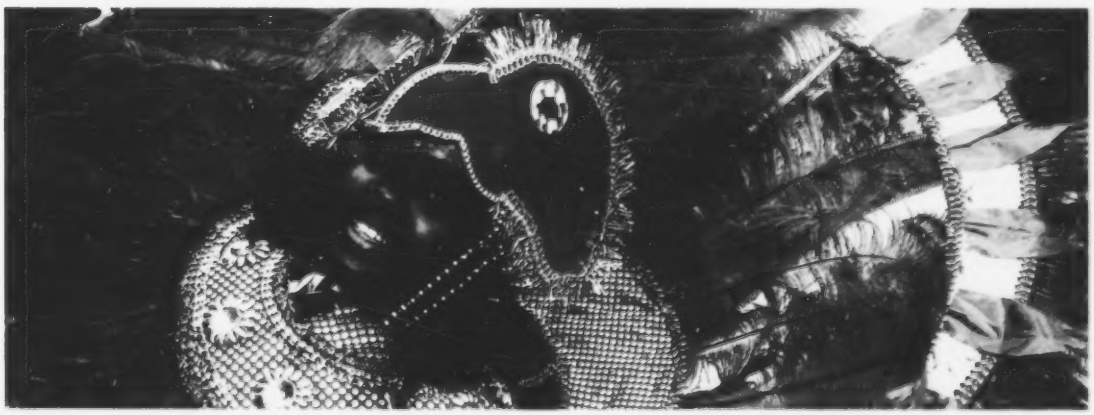
The Industry Partners Proposal Program (IPPP) encourages co-operative and innovative industry marketing activities that increase tourism revenues and are consistent with, but do not duplicate, OTMPC's marketing programs.

OBJECTIVES

In 2006–2007, OTMPC will continue to work with industry partners to create innovative, targeted marketing programs that develop shoulder season visibility, promote regional packages, extend visitor length of stay and increase market reach and measurable tourism revenues from priority domestic (e.g., Quebec) and U.S. markets (e.g., Rochester, Syracuse, Detroit, Buffalo, Cleveland, Milwaukee and Minneapolis).

STRATEGIES

- Assist industry marketing organizations to implement effective marketing programs that increase tourism revenues and are consistent with the OTMPC's brand positioning.



OTMPC 2006–2007 MARKETING PLAN

POISED FOR GROWTH

ONTARIO

NORTHERN ONTARIO MARKETING PROGRAMS

Northern Ontario is renowned for its lakes and rivers, beautiful scenery, wildlife and outdoor sporting opportunities. Marketing efforts target both the avid expert adventurer as well as the novice casual outdoor participant. The experiences and products they seek vary widely by season. There are excellent opportunities to promote enjoyment of multiple experiences and packages encompassing fishing, hiking, golfing, boating, snowmobiling and ATVing.

OBJECTIVES

The overall goal of the Northern Ontario marketing strategy is to strengthen the northern tourism industry by improving awareness, attracting more visitors and generating higher tourism spending, especially from markets in Southern Ontario and U.S. border states. The focus will remain on Northern Ontario's world class outdoor products, including fishing, snowmobiling and paddling. The programs will be supported through aggressive cities and attractions, Francophone and Aboriginal programs.

TARGET CONSUMER

For OTMPC's northern campaigns, the target consumer is men 35–54, with a primary focus on U.S. border states and Southern Ontario residents.

OTMPC's marketing programs target consumers in north-south feeder corridors from key origin markets and draw visitors into distinct regions of Northern Ontario. Visitors from Minnesota and Wisconsin favour north-western Ontario; visitors from Michigan, Indiana and Western Ohio prefer north-central Ontario; and visitors from New York, Pennsylvania, Eastern Ohio and Southern Ontario venture into north-eastern Ontario.

STRATEGIES

- Implement a collaborative marketing effort with strategic partners (e.g., cities and attractions, Francophone, Aboriginal and Northern Ontario Travel Association Program).
- Maximize partnerships with key government agencies (FedNor, Ministry of Northern Development and Mines and Northern Ontario Heritage Fund Corporation).
- Strengthen the image and awareness of Northern Ontario tourism products through consistent and ongoing branding activities.
- Partner with industry to develop a sophisticated program of experienced-based product packages retailed through brand-right distribution channels.
- Pursue target market penetration for key experiences where Northern Ontario has best-in-class products.
- Improve awareness of Northern Ontario's significantly developed attractions base.

TACTICS

- Employ a multi-media approach with special emphasis on e-marketing.
- Develop specific marketing programs for the province's signature experiences of nature and adventure, angling, snowmobiling and ATVing, in consultation with major partners and relevant committees.
- Work closely with industry to market Ontario's authentic Aboriginal, Francophone, city and attractions experiences.
- Participate in product specific outdoor trade and consumer shows that have been chosen for joint OTMPC partner marketing activities, including Cottage Life (Toronto), Toronto Spring Fishing Show and the Minneapolis Northwest Sport Show.

OTMPC 2006–2007 MARKETING PLAN

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OVERSEAS MARKETS

OVERVIEW

OTMPC's overseas marketing efforts will continue to focus on key priority markets in Europe, Asia-Pacific and other emerging regions. These include countries which continue to be a traditional source of visitation and others which have been identified as potential growth markets.

Primary markets include the United Kingdom, Germany and Japan, with France identified as a secondary market. Growth opportunity markets include South Korea, China, Australia and Mexico.

In all overseas markets, promotional and developmental strategies will use a mix of consumer communications, trade and media initiatives. As well, OTMPC will coordinate, leverage and integrate efforts, where appropriate, with the Canadian Tourism Commission to raise awareness of Ontario's products and experiences.

OBJECTIVES

The overall objective in the overseas markets is to increase the value and volume of overnight trips to Ontario.

CONSUMER COMMUNICATIONS

STRATEGIES

Use tactical and retail consumer advertising in targeted overseas markets to raise the profile of Ontario destinations and products and facilitate travel by driving consumers to tour operator partners to close the sale.

TACTICS

- Support co-operative initiatives with partners that are new, help extend the season or target different market segments. Initiatives could include newspaper, direct mail, interactive, electronic media, affinity promotional programs and consumer shows.
- Develop and distribute multilingual promotional brochures customized to consumer interests in these priority markets. Include both geographic and experiential specific products and services with a call to action to the website.
- Introduce multilingual micro sites within the current consumer website platform with an 'enter by country' selector splash page. Provide additional geographic and experiential information in the promotional brochures and links to the CTC and specific DMO sites.

TRAVEL TRADE

STRATEGIES

Encourage and increase the availability and sale of buyable Ontario tourism products through the development of new partnerships and maintenance of existing partnerships with the travel trade.

TACTICS

- Encourage tour operators and online travel companies to include Ontario in their programs and catalogues.
- Undertake regular proactive in-market sales calls to build relationships, introduce new and expanded product, negotiate joint marketing agreements to enhance sales opportunities and increase knowledge of Ontario products.

- Attend key trade shows to nurture and establish relationships with key operators, introduce and promote Ontario destinations and products and support and generate leads for Ontario stakeholders.
- Coordinate sales missions with industry stakeholders to promote Ontario destinations and products and help train sales staff.
- Work with tour operator partners to organize and conduct product testing familiarization tours with preferred agents to educate them first-hand on Ontario programs for sale to consumers.
- Negotiate multi-faceted joint marketing agreements with key tour operators in each market to educate, introduce new product and/or drive sales. Activities could include co-op advertising, agent education familiarization and sales and training initiatives. Partners could include: Travelpack, Canadian Affair, Thomas Cook and Gold Medal (UK); DERTOUR, Meiers Weltreisen, Canusa, FTI (Germany); HIS, JTB, Hankyu, Nippon and Kintetsu (Japan).
- Work with the tourism industry to expand the amount and diversity of export-ready product appropriate to consumer and trade interests.
- Educate Ontario suppliers about overseas marketing opportunities. Identify and work with appropriate industry personnel to further diversify and increase Ontario tourism product offerings that address the needs of consumers in the market.

2006–2007 Overseas Trade Shows

- **Rendez-vous Canada**, Toronto – April 22–26, 2006
- **IMEX**, Frankfurt, Germany – May 30–June 1, 2006
- **Conozca Canada**, Mexico City, Mexico – September 11–14, 2006
- **Top Resa**, Deauville, France – September 23–26, 2006
- **Kanata**, Tokyo, Japan – October 16–20, 2006
- **Showcase Canada**, Seoul, South Korea – October 13–14, 2006
- **World Travel Market**, London, England – November 6–9, 2006
- **China International Travel Market**, Shanghai, China – November 16–19, 2006
- **EIBTM**, Barcelona, Spain – November 28–30, 2006
- **Corroboree**, Australia (five cities) – January/February 2007
- **Spotlight Canada**, London, England – March 2007
- **ITB**, Berlin, Germany – March 9–13, 2007
- **Showcase**, Shanghai, China – March 2007

MEDIA RELATIONS

STRATEGIES

OTMPC will continue to build relationships with travel and lifestyle media to increase awareness of the variety and diversity of Ontario products and experiences available and of interest to potential travellers. The strategy, where possible, will focus on media stories that are linked to buyable Ontario products in the market.

TACTICS

- Establish and build relationships with targeted print, electronic and travel and lifestyle media to increase editorial coverage and exposure for Ontario as a travel destination.
- Match media interests with Ontario's destinations and products and develop new and unique story ideas to peak interest and coverage.
- Use regular sales calls, media missions, attendance at trade shows and media events to broaden contacts, strengthen relationships and educate media about Ontario's destinations and products.
- Organize and conduct group and individual familiarization tours for qualified media, preparing customized itineraries that address their needs and interests.

WEB/INTERNET

Overseas prospects use technology to enhance their lives and travel planning. Increasing the value of Ontario's Internet presence to international visitors, the tourism sector and the media and travel trade is critical to better serving travellers seeking the ultimate holiday destination. Upgrades to our core website **www.ontariotravel.net** will be ongoing in 2006–2007 and centred on consumer demand. To motivate overseas travellers to think Ontario and come now, new micro sites will be created for international markets. As well, the flagship site will be revised to provide an 'enter by country' selector on the splash page. Micro sites will provide fulfillment to overseas tactical and seasonal campaigns to support in-market activities.

OTMPC 2006–2007 MARKETING PLAN

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INDUSTRY RELATIONS

INDUSTRY RELATIONS

OVERVIEW

Last year, the Ministry of Tourism produced its first tourism industry development strategy predicated on the value of co-operation between partners and the diverse government agencies and ministries whose responsibilities include tourism. The Ontario Tourism Strategy (OTS), of which this plan is a key component, highlights the need for a working partnership between government and stakeholders and recognizes that businesses and public agencies must collaborate to ensure Ontario's tourism products are relevant and attractive. The multi-year OTS will ensure wide support of the Ontario travel brand and strive to increase trips and tourism revenues to benefit Ontario's economy.

Within this strategy, the Ontario Tourism Marketing Partnership Corporation has been awarded the responsibility for maximizing Ontario government tourism marketing efforts. OTMPC's role in the marketplace is to market Ontario effectively to sustain a vibrant and profitable tourism industry. The Ontario tourism sector relies on OTMPC for this marketing leadership.

CORPORATE COMMUNICATIONS

OTMPC will continue to foster dialogue among both existing and new tourism industry stakeholders and work to identify and anticipate the needs of the industry, improve communication networks and strengthen stakeholder relations.

Working closely with marketing, sales and media relations staff, Corporate Communications will develop and implement targeted, strategic communications and public relations programs that will proactively enhance OTMPC's profile externally and internally. Communications initiatives will include: supporting marketing program and campaign launches; implementing the first phase of our customer service plan; producing newsletters and other communications vehicles to update the industry on OTMPC initiatives; and further developing the industry partners website **www.tourismpartners.com**.

The success of the first Ontario Tourism Summit in 2005 was encouraging. Stakeholders and OTMPC were able to learn from each other and develop business connections. This year's summit, set for October 18 and 19 in Collingwood, will build on that success and continue to offer conference programs and activities to raise the industry's profile among media and public sectors. The awards program will feature new categories for excellence in tourism marketing and student achievement.

PARTNER SALES

OTMPC will create a business environment conducive to the prosperity of the industry. As part of this mandate, OTMPC will enhance industry awareness of interactive marketing, as well as provide co-operative advertising opportunities linked to *Ontario Travel Discoveries* magazine and other promotional programs.

OTMPC offers its partners the opportunity to market their products under the Ontario brand and to enter important markets that they might not otherwise have access to, or which are too expensive to pursue independently.

OTMPC's sales efforts, supported by its marketing strategies, assist our partners to reach visitor markets with strong, compelling messages linked to a multi-million dollar annual program.

This year's sales program will capitalize on past momentum and successes with existing partners and attract new partners to increase overall revenue to reach our program targets.

OBJECTIVES

Our primary objective is to work with new and existing Ontario tourism partners to generate additional economic benefits for the tourism industry while generating revenues for OTMPC. To achieve this, OTMPC provides partners with information on integrated co-op advertising opportunities, including the *Ontario Travel Discoveries* magazine and the Internet, via targeted sales calls and by attending industry meetings.

TARGET MARKETS

- Co-op marketing and strategic partners (e.g., Niagara Falls, Toronto and Ottawa DMOs, Resorts Ontario, Mirvish Productions, Attractions Ontario, etc.) to leverage OTMPC programs.
- Regional and municipal DMOs.
- Tourism operators (hotels, attractions, restaurants, retail, etc.).
- Traditional and non-traditional corporate partners.
- Industry associations and experiential partnerships (Premier Spas of Ontario, Paddling Ontario, etc.).

STRATEGIES

- Generate new marketing opportunities by targeting untapped markets capable of increasing overall revenue while generating new opportunities for existing partners.
- Develop strong partner understanding of and support for OTMPC products and strategies and focus resources on those partners who have the most potential to buy into programs.
- Deliver effective, relevant partnership meetings and workshops that provide opportunities for two-way communications between OTMPC and its partners.

WELCOMING VISITORS

ONTARIO TRAVEL INFORMATION CENTRES (OTICs)

Strategically located around the province, the OTICs are Ontario's official welcome centres. Operated by OTMPC, they provide visitors with essential, practical, on-the-spot information and advice on where to go and what to see and do. The work of Ontario Travel Information Centres is essential to the brand integrity of the Ontario travel experience.

The knowledgeable staff of the OTICs collaborate with private and public partners to promote experiences and destinations through a network of provincial travel gateways. There are 18 centres, mostly at U.S./Canada border crossings, of which 11 are open year-round and seven operate seasonally. OTICs are the visitor's primary information stop for:

- Accommodation
- Attractions
- Currency exchange (select locations)
- Destination brochures
- Events and festivals
- Maps and guides
- Shopping
- Souvenirs (select locations)
- Theatre ticket purchases (select locations)
- Touring

Additionally, the Barrie Travel Information Centre has broadcast facilities to promote Ontario events during the summer, fall and winter.

With a full complement of customized regional and provincial information and trip planning services, OTICs are able to influence visitors length of stay, broaden the seasonality of trips and increase travel spending. Last year, there was an increase of $14.4 million in revenue to the province as a result of visitation to the centres.

The centres are measured against operating criteria including customer volumes and ratings on customer satisfaction and quality of service.

OBJECTIVES

OTICs provide enhanced travel services aimed at increasing visitors length of stay through an integrated one-stop shopping experience, while supporting tourism on a regional basis by marketing and promoting local businesses and services.

STRATEGIES

- Integrate the look and feel of the OTICs to reflect the Ontario brand in signage, displays and presentations.
- Enhance the centres abilities to proactively communicate with consumers about Ontario's diverse experiences and destinations.
- Improve access to and use of technology to assist consumers in trip planning with enhanced technological services whereby consumers can book various travel services (e.g., accommodations, theatre tickets, etc.).
- Build strong alliances with industry operators to enhance consumers choice of Ontario products to extend their holiday experience.
- Develop revenue generating strategies and opportunities to offset operational costs, including options to partner with tourism businesses and destinations.

CONCLUSION

As this Marketing Plan outlines, Ontario has a unique opportunity to strengthen its economy, generate new tourism spending and deliver many benefits for the province and industry partners.

OTMPC will continue maintaining effective partnerships with national, provincial and regional tourism industry organizations to drive sales and maximize the overall impact of our marketing programs. We will promote the Ontario brand and the diversity of exciting tourism experiences and products in the province.

By aggressively promoting Ontario to the world as the premier, four-season destination of choice, and to Ontarians as their favourite, ideal travel getaway and vacation place, OTMPC will deliver further success and value for the province during 2006–2007.

Competitive pressure for share of all markets is unrelenting. Our successes in core, new and emerging markets have given us increased confidence, results and momentum.

We are poised for growth and look forward to working with the industry to stimulate positive, top-of-mind awareness and persuade more travellers to choose Ontario.

CONTACT US

Successful working partnerships with the tourism industry are part of everything OTMPC does. Industry members are encouraged to contact our team of specialists or visit **www.tourismpartners.com** to discover the full range of marketing information and opportunities.

Tourism research and insights, diverse co-operative programs for increasing business and the latest OTMPC news and initiatives can be found at **www.tourismpartners.com**.

HOW TO FIND US

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KEEP IN TOUCH

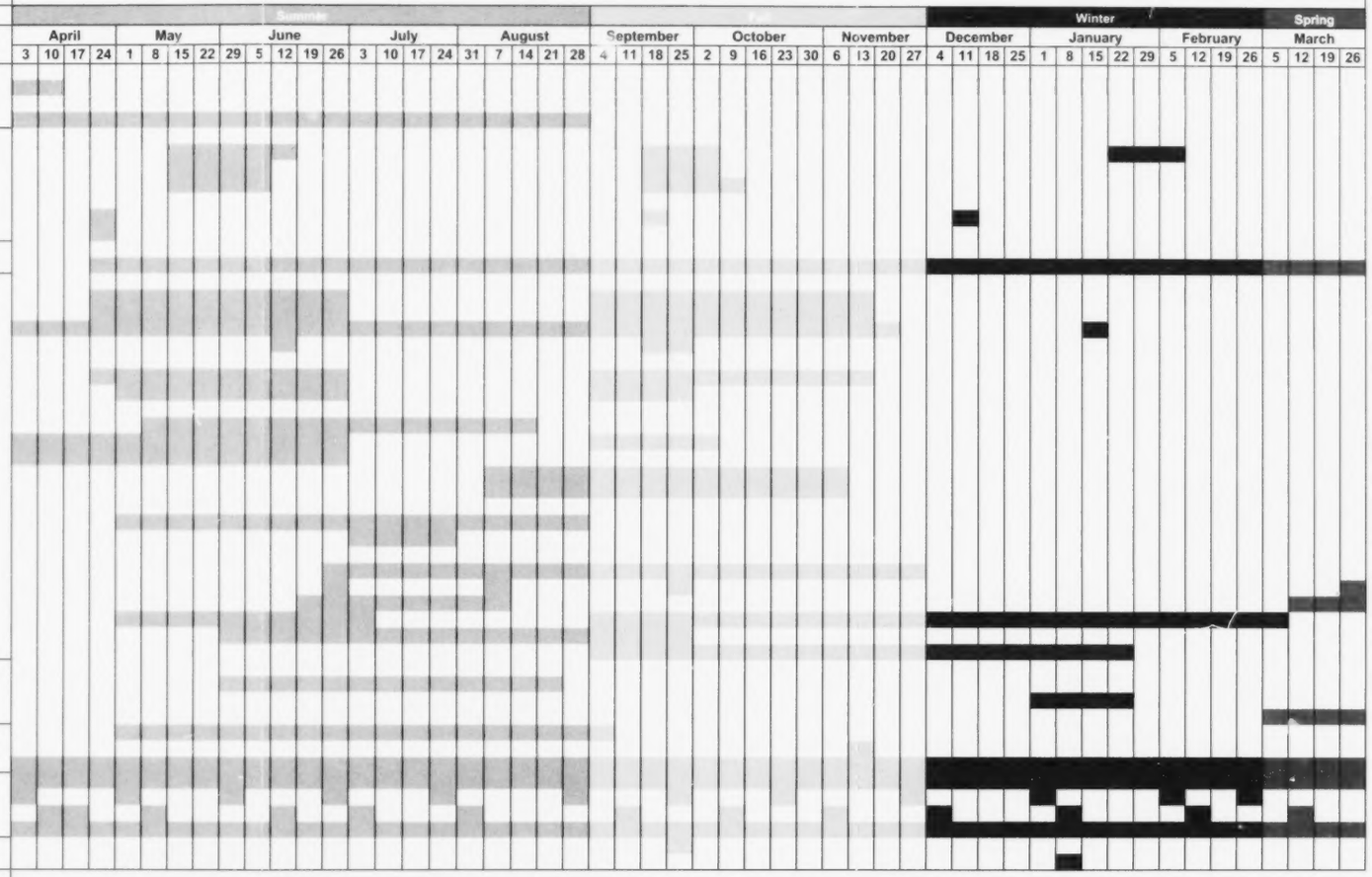
To have your name added to our distribution list for OTMPC marketing news and program updates, please contact: **otmp.sales@mtr.gov.on.ca**.

For copies of OTMPC's 2006–2007 Marketing Plan, please contact: Luanne Taaffe at (416) 325-0699 or luanne.taaffe@mtr.gov.on.ca.

2006-2007 OTMPC Program Activity Chart

Domestic - Ontario

Program	Program Component (s)
Cultural Campaign	**Ontario**
	Television
	Interactive Promotion
	Website and contests
Ontario	**Core Campaign**
	Television
	Radio
	Out of Home
	Ontario Magazine
	English
	French
Interactive	**Interactive Promotion**
	Seasonal Micro Sites and E-Marketing Promotions
Partner Programs	**Wine & Culinary**
	Distinctive Getaways Guide - (TVO Guide, Food & Drink, Ottawa Magazine)
	Contest & Interactive Promotion
	Consumer Events
	Theatre
	Distinctive Getaways Guide - (TVO Guide, Food & Drink)
	Interactive Promotion
	Great Drives
	CTC/Toyota Program
	Advertising & Promotion (Canadian Living, RV Lifestyle)
	Summer Great Drives Website and Promotions online
	Fall Touring Booklet
	Contest & Interactive Promotion
	Attractions Ontario
	Passport Guide (Pizza Pizza)
	E-mail Campaign
	Golf
	Collateral and Distribution
	Advertising & Promotion (Ontario Golf)
	Contest and Interactive Promotion
	Resorts Ontario
	Premier Spas of Ontario
	Ontario's Finest Inns
Destination Programs	**Ontario**
	Kingston
	Blue Mountain/Georgian Bay
	Prince Edward County
Travel/Trade	CAA/JMA (Training, FAMS, Brochures)
	OMCA (Focus on Ontario Destinations)
	Trade Representation
Media Relations	Media Trips
	Events
	Press Releases
	In-market Activities (media calls, tracking, etc.)
MC & IT	CSAE (Client Event)
	PCMA Toronto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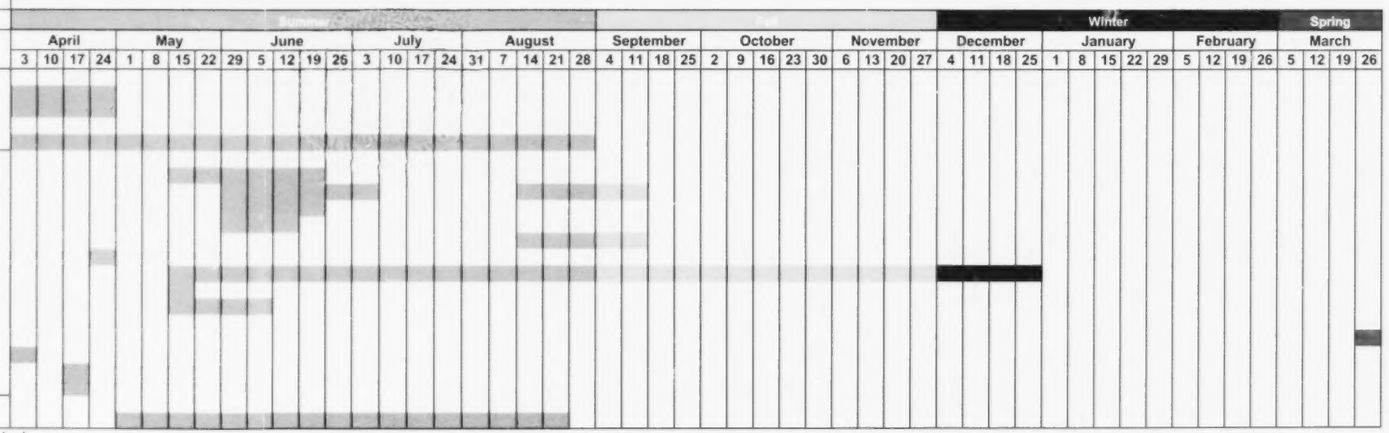
Domestic - Quebec

Program	Program Component (s)
Cultural Campaign	**Quebec**
	Radio (English and French)
	Newspaper (English and French)
	Interactive Promotion
	Website and contests
Quebec	**Core Campaign (French only)**
	Out of Home
	Radio
	Restaurant Signage/Postcards
	Mobile Signage
	Superboards
	Ontario Magazine
	Interactive - Micro Site and Ads
	Public Relations Launch
	Events
	Trade and Consumer Shows
	Le Salon National de Grand Air - Montreal
	Salon Vacances et Loisirs - Montreal
	Salon Vacances et Loisirs - Quebec City
	Salon Regional Camping - Rouyn-Noranda
Destination Programs	**Quebec**
	Ottawa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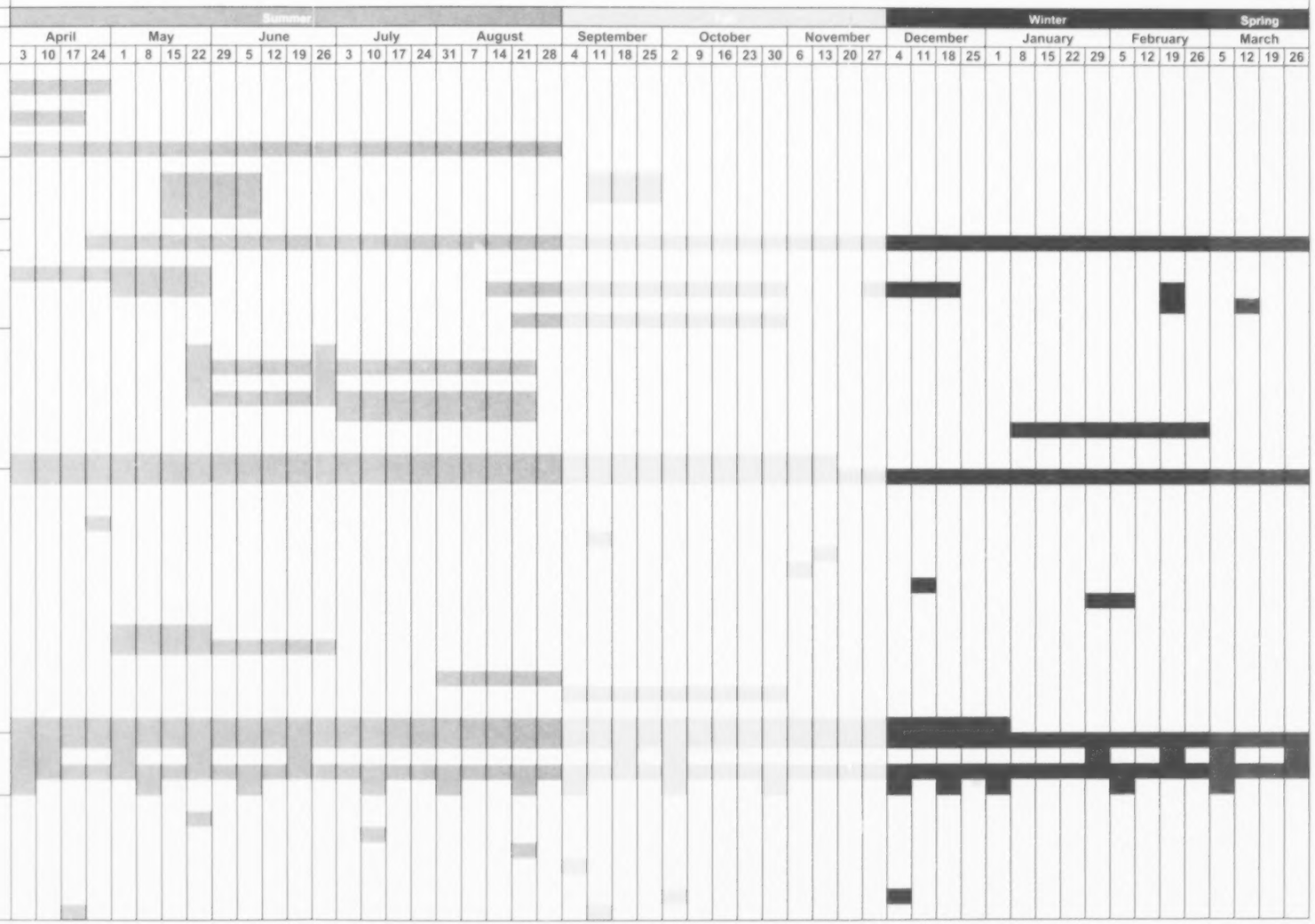
2006-2007 OTMPC Program Activity Chart

United States

Program	Program Component (s)
Culture	**Television**
	Detroit, Buffalo, Rochester, Syracuse, Cleveland
	Newspaper
	Detroit, Buffalo, Rochester, Syracuse, Cleveland
	Interactive Promotion
	Website and Contests
Advertising	**Core Campaign**
	Television
	Radio
	Out-of-Home
Interactive	**Interactive Promotion**
	Seasonal Micro sites and E-Marketing Promotions
Specialty/Niche	**Gay/Lesbian**
	Direct Mail
	Print Magazine/Newspaper
	Interactive
	Promotions
Partner Programs	**U.S. Partner Activity**
	Newspaper Insert (Niagara, Ottawa, Toronto)
	Ottawa
	Niagara Falls
	Fort Erie
	Windsor
	Georgian Bay/Blue Mountain
	Canadian Tourism Commission
	Pure Canada Magazine
Travel/Trade	**Joint Marketing Agreements (JMAs)**
	(FAMs, Training, Advertising, Brochures, Website, Direct Mail)
	Trade Shows/Marketplaces
	Rendez-vous Canada (RVC) - Toronto, ON
	Student & Youth Travel Association (SYTA) - Boston, MA
	Ontario Motor Coach Association (OMCA) - Toronto, ON
	National Tour Association (NTA) - Salt Lake City, UT
	United States Tour Operators Association (USTOA) - Scottsdale, AZ
	American Bus Association (ABA) - Grapevine, TX
	AAA Advertising
	AAA Living Magazine
	AAA Going Places Magazine
	Trade Advertising
	Courier Magazine
	Destinations Magazine
	Training and Education
	Tour Operators, AAA/CAA, Caucus Sessions
Media Relations	Media Trips
	Events
	In-market activities (media calls, tracking, etc.)
	Press Releases
MC & IT	**Trade Shows**
	Springtime - Washington, DC
	MPI WEC - Dallas, TX
	ASAE - Boston, MA
	HSMAI National - Washington, DC
	In-Market Client Events
	CTC - MPI
	CTC - Sales Missions/Showcases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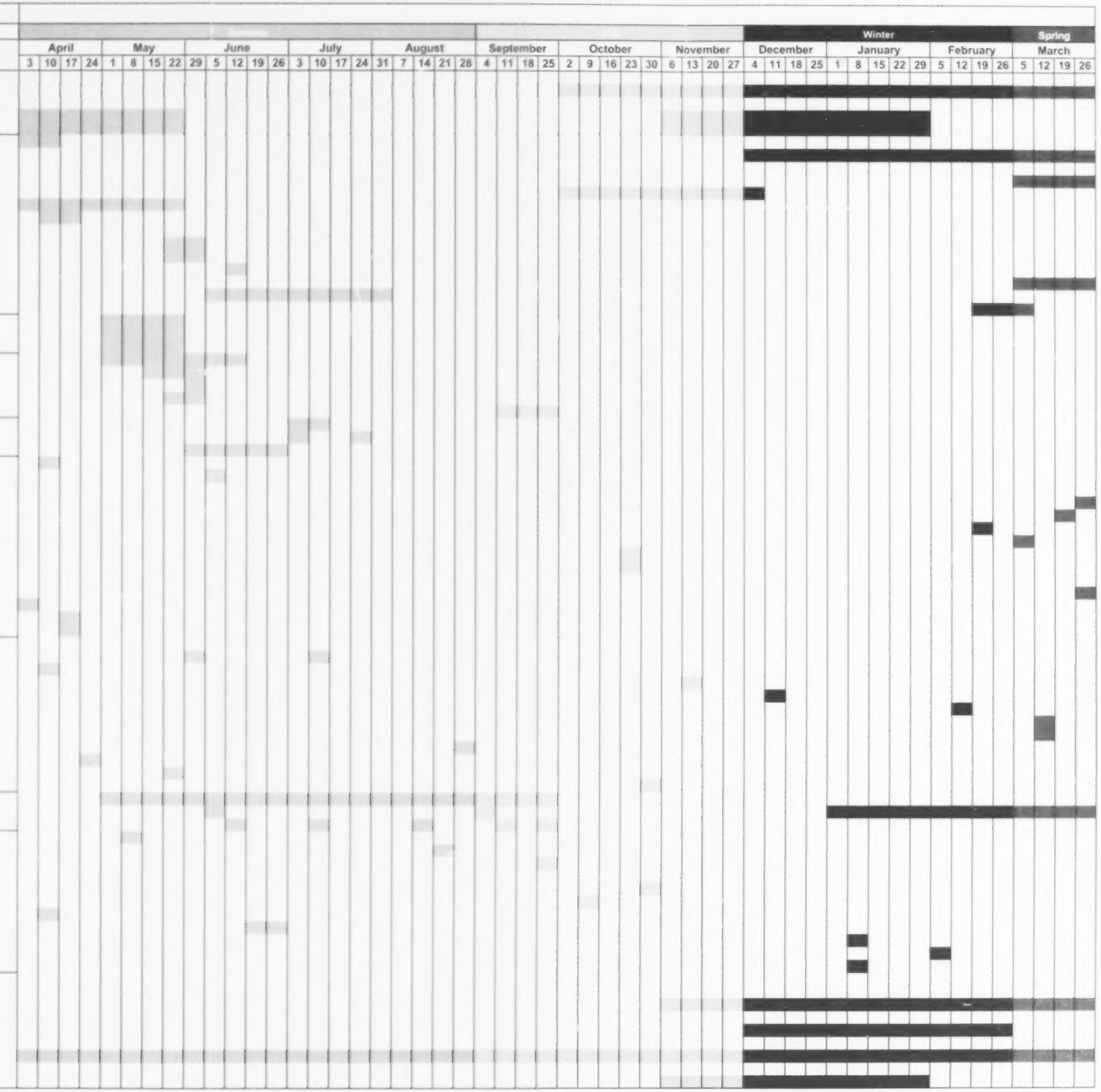
2006-2007 OTMPC Program Activity Chart

Northern Ontario - Domestic

Program	Program Component (s)
Television	**Angling**
	Five OTMP Commercials
	Recreation Motorsports
	OLN
	TSN
Magazines	Score
	Ontario Out of Doors
	Recreation Motorsports
	All Terrain Vehicle
	Supertrax
	Ontario Out of Doors
	Leisureways
	Other Print
	City Packages
	Magazine Inserts
	Newspapers
	Golf Guide
	Golf Ads (Toronto Star)
	Golf Brochure
French Newspaper	Journal de Montreal
	Journal de Quebec
	CAA - Quebec
Newspaper Co-op	Toronto Star
	Ottawa Citizen
	Le Droit
	Rouyn -Noranda/Le Citoyen
	Quebec - Montreal (French)
Promotions	Attractions Ontario Passport
	Attractions Ontario E-mail
	Angler Awards
Consumer Shows	Cottage Life
	Union Station
	Golf Marketplaces
	Toronto
	Winnipeg
	Toronto Spring Fishing Show
	Toronto Sportsman Show
	Toronto Powersports Show
	Motorsports Show, Quebec
	Quebec (French) Trade Shows
	Le Salon National de Grand Air - Montreal
	Salon Vacances et Loisirs - Montreal
	Salon Vacances et Loisirs - Quebec City
	Salon Regional Camping - Rouyn-Noranda
Travel Trade	**Ads**
	CAA Quebec Book (French)
	Great Lakes of N.A. Travel Planner
	MotorCoach Resource Guide
	ABA MotorCoach Marketer
	OMCA Resource Guide
	OMCA Road Explorer
	Marketplaces
	AAA
	Canada Media
	Rendez-vous Canada
	OMCA
FAMS	Angling
	Recreation Motorsports
	Golf/General
MC & IT	Association Directory
	IncentiveWorks
	CSAE
	ETS
	Toronto
	Ottawa
	Cdn. Sport Tourism Congress
	Direct Mail MC & IT Folder
	CSAE Directory
	MC & IT Guide
	MPI Directory
Interactive Promotion and Advertising	
	Angling
	Online Promotions (e-mail, contest)
	Hunting
	Online Promotions
	Nature & Adventure
	Online Promotions (e-mail, contest)
	Snowmobiling
	Online Promotions (e-mail, contest)



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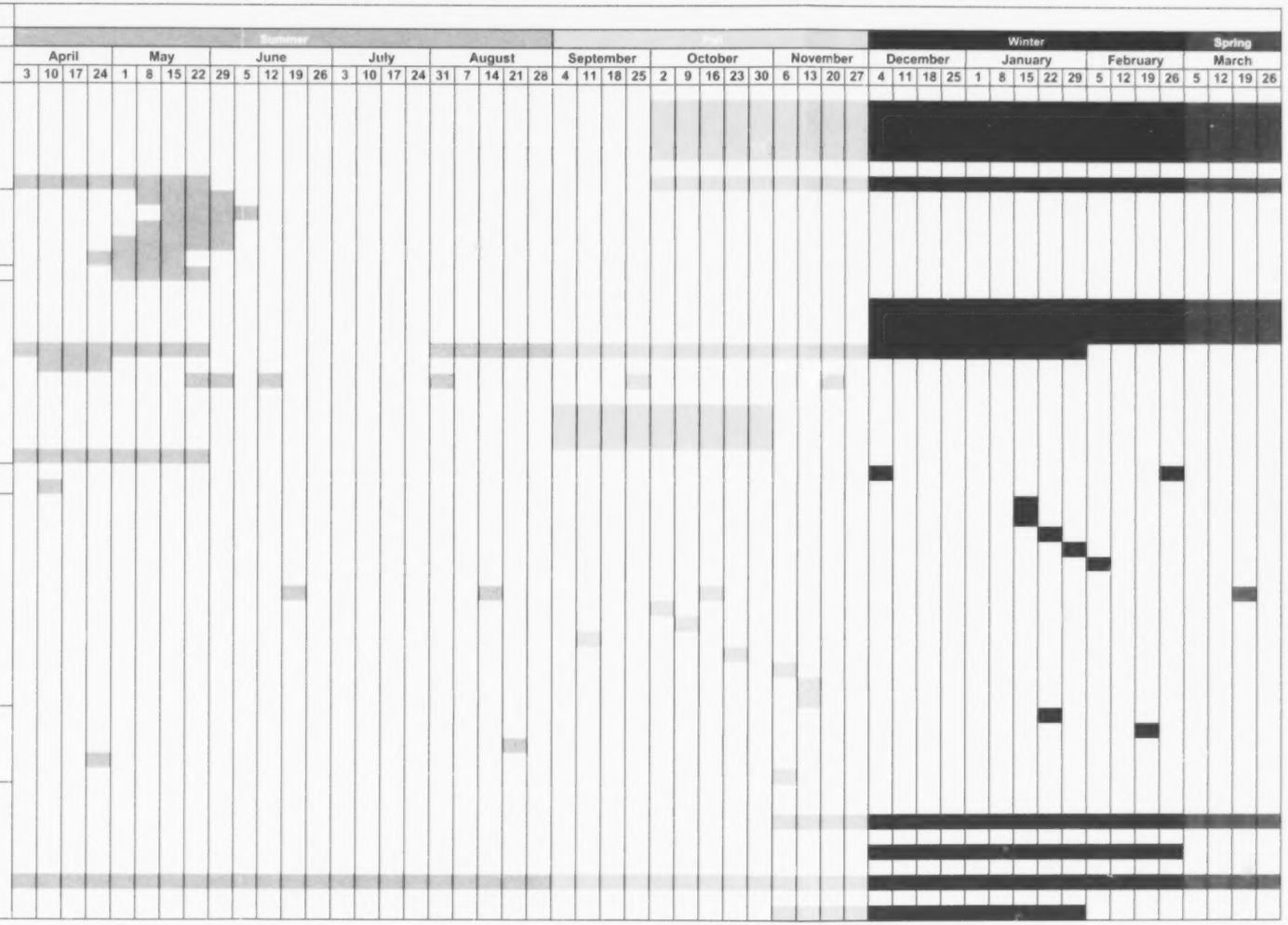
2006-2007 OTMPC Program Activity Chart

Northern Ontario - U.S.

Program	Program Component (s)
Television	**Angling**
	Five OTMPC Commercials
	In Fisherman TV
	Mid Western Television
	Roland Martin Inc.
	Recreation Motorsports
	Outdoor Life
Newspaper Ads	Booth Papers
	Duluth Co-op
	Minneapolis
	Duluth AD
	Golf Ads
French Newspaper	Journal de Montreal
Print/Magazines	In Fisherman
	Field & Stream
	Midwest Outdoors
	Bass Master
	Recreational Motorsports
	AAA Michigan & Going Places
	City Ad Campaign (Golf)
	Recreation Motorsports
	Snowtech
	Supertrax U.S.
	Snowgoer U.S.
	All Terrain Vehicle
Promo	ABA MotorCoach Marketer
	Great Lakes of N.A. Travel Planner (U.S.)
Consumer Shows	Chicago All Canada
	Novi Fishing Show
	Cincinnati Fishing Show
	Milwaukee All Canada Show
	Harrisburg Outdoor Show
	Minneapolis Northwest Sport
	Golf Marketplace (Michigan)
	Big East Snowmobile Show, Syracuse, NY (Oct. 1-3)
	PSSA Snow and ATV Show, Pennsylvania (Oct. 9-11)
	MSA Snow Show, Grand Rapids, MI (Sept. 9-11)
	Snowmobile USA, Milwaukee (Oct. 21-23)
	Snowmobile USA, Novi (Nov. 4-6)
	Snowmobile USA, Green Bay (Nov. 10-12)
	American Recreation Show, Minneapolis (Nov. 11-13)
Travel Trade	American Business Association
	Heartland Travel Showcase
	AAA
	Canada Media Marketplace
	Crossphere
Interactive Promotion and Advertising	
	Angling
	Online Promotions (e-mail, contest)
	Hunting
	Online Promotions
	Nature & Adventure
	Online Promotions (e-mail, contest)
	Snowmobiling
	Online Promotions (e-mail, contest)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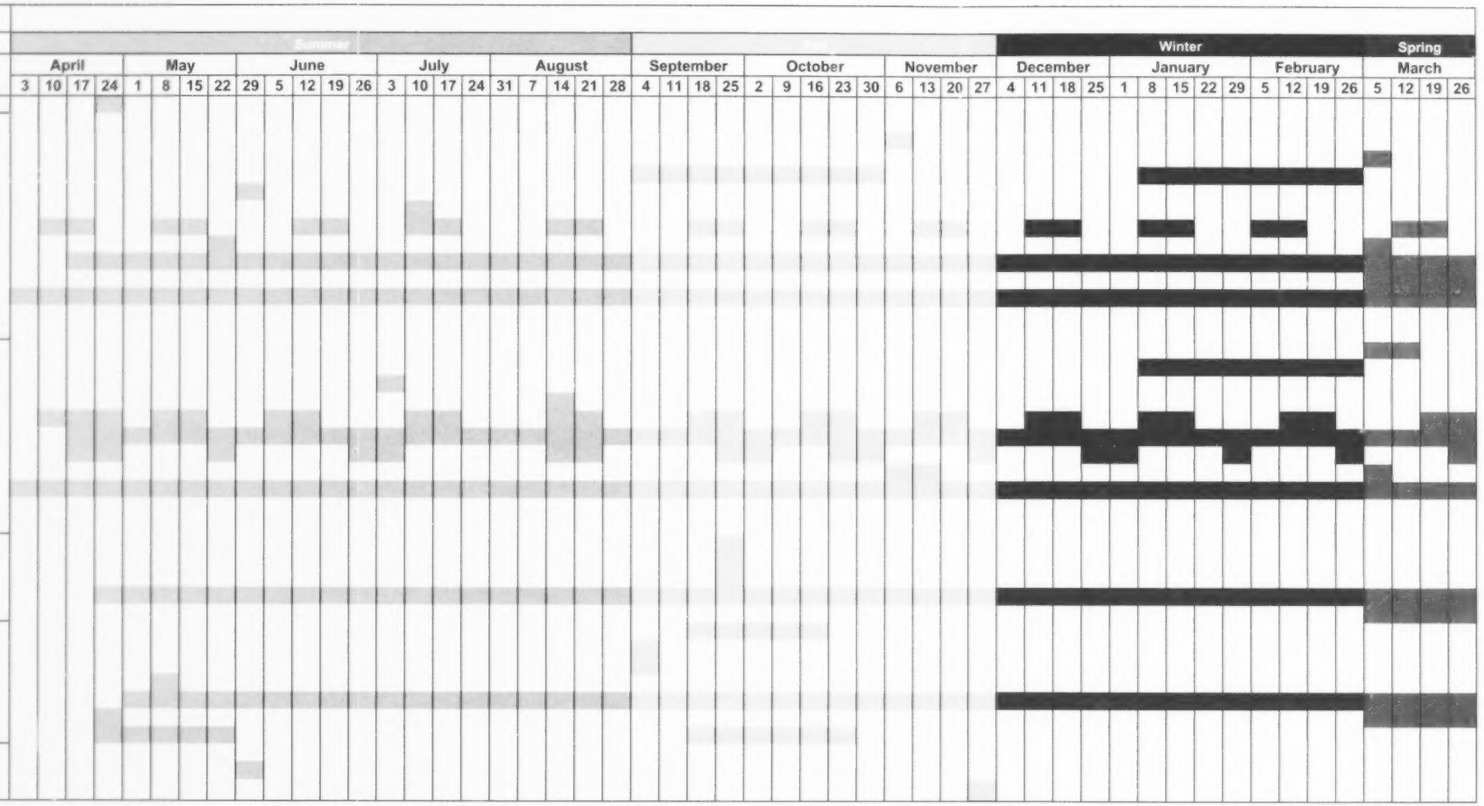
2006-2007 OTMPC Program Activity Chart

Overseas - Europe

Program	Program Component (s)
Trade & Media Relations - Europe	Rendez-vous Canada Trade Show (Toronto)
United Kingdom	**Trade Shows**
	World Travel Mart - London
	Spotlight Canada - London
	Consumer/Co-op
	Brochure
	Website
	In-market Representation & Sales Calls
	Sales Missions/Sales Calls
	Media/Trade FAM Tours
	Media Calls
	Joint Marketing Agreements (JMAs)
	(Travelpack, Canadian Affair, Thomas Cook, Gold Medal, Travel 2)
Germany	Trade Show - ITB
	Consumer/Co-op
	Brochure
	Website
	In-market Representation & Sales Calls
	Media/Trade FAM Tours
	Media/Press Releases
	Media Events
	Joint Marketing Agreements (JMAs)
	(DERTOUR, Meiers Weltreisen, Canusa, FTI Touristik, Thomas Cook/Neckermann)
France	Trade Show - Top Resa
	Brochure
	Website
	Media/Trade FAM Trips
	Media Calls
Mexico	Consumer/Co-op
	Brochure
	Website
	Sales Missions/Sales Calls
	Media/Trade FAM Trips
	Media Calls
	Joint Marketing Agreements (JMAs)
MC & IT	**Trade Shows**
	IMEX - Frankfurt
	EIBTM - Barcelona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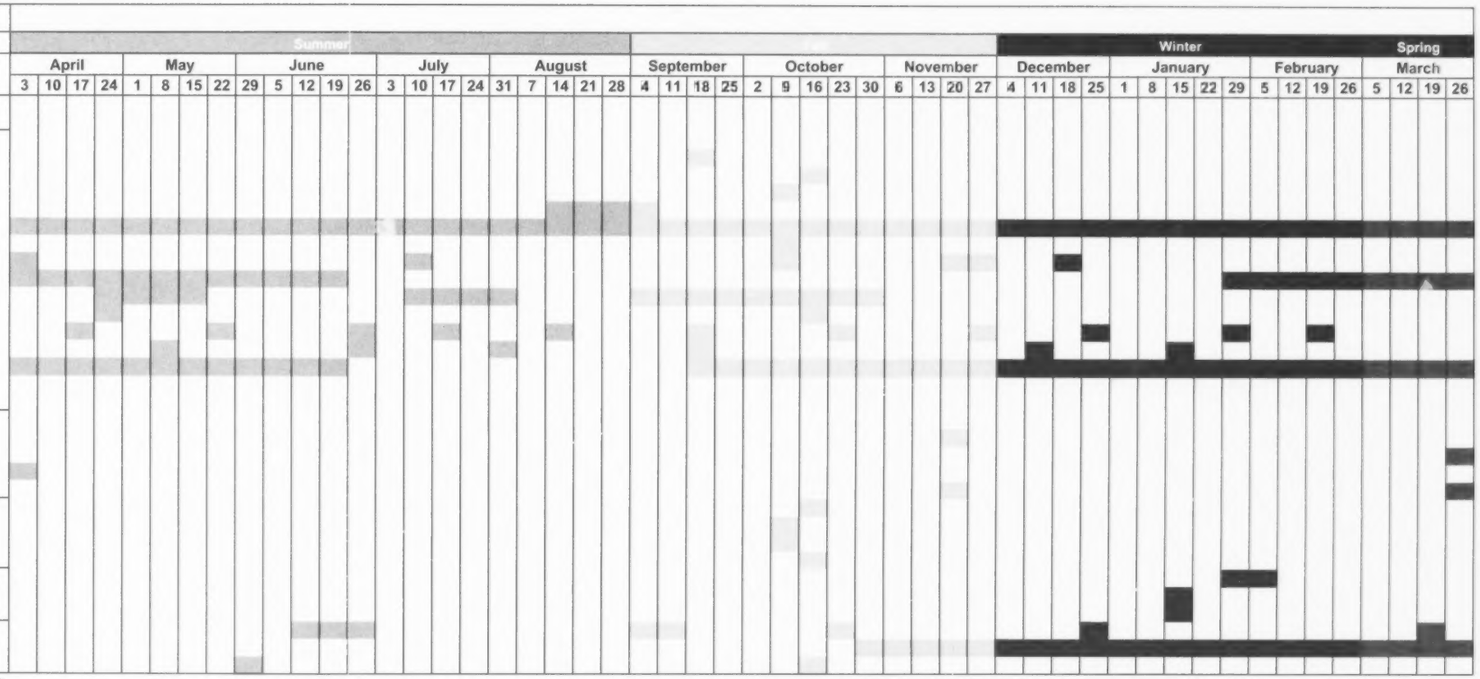
2006-2007 OTMPC Program Activity Chart

Overseas - Asia Pacific

Program	Program Component (s)
Trade & Media Relations - Asia Pacific	
Japan	**Trade Shows**
	JATA - Tokyo
	KANATA - Tokyo/Osaka
	Brochure
	Co-op/Consumer
	In-market Representation & Sales Calls
	Website
	Sales Missions/Sales Calls
	Trade - FAM Tours
	Media Tours
	Media Events
	Media Releases
	Travel Trade Education
	Joint Marketing Agreements (JMAs)
	(HIS, JTB, Hankyu Express International, Nippon Travel Agency, Kintetsu Express International)
China	**Trade Shows**
	CITM - Shanghai
	Showcase - Shanghai
	Brochure/Website
	Sales Missions/Sales Calls
South Korea	Trade Show - Showcase Korea
	Brochure
	Website
	Sales Missions/Sales Calls
Australia	Trade Show - Corroboree
	Brochure
	Website
China/South Korea/Australia	Media/Trade - FAM Tours
	Joint Marketing Agreements (JMAs)
	Media Events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